



**RECORD OF PROCEEDINGS
MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
SANTA FE BUSINESS IMPROVEMENT DISTRICT**

Held Tuesday, April 16, 2024, at 3:00 pm via Zoom virtual conference

The facilitator, Andrea Barela, the Board of Directors of the Santa Fe BID, called the meeting to order.

Roll Call/Attendance: A regular meeting of the Board of Directors of the Santa Fe Business Improvement District, City and County of Denver, Colorado, was called and held as shown above and per the applicable statutes of the State of Colorado, with the following directors present and acting:

<u>Board Members - Present</u>	<u>Board Members - Absent</u>
Andrea Barela - BOD	N/A
Rusty Brown - BOD	<u>Guests</u>
David Brehm - BOD	Ana Paula Pinto - ADSF
Jim Stevens - BOD	Officer Kaylan Campbell - CRO (Left early)
Jackie Bouvier - ED	David and Anthony - MDLDC
George Lim - BOD	Cheryl Spector - Community
Tom McLagan - BOD	Tom George - Spencer Fane

Approval of minutes from the last meeting

Tom motioned to approve the minutes, Jim seconded, and all were in favor as the motion moved forward. This was for both November and December minutes.

Approval of the Agenda

Jim motioned to approve the agenda, David seconded, and all were in favor as the motion moved forward.

Public Hearing on BID's 10-Year Renewal:

Chair Andrea Barela introduced the guest, Attorney Tom George from Spencer Fane, who was present to witness and read the resolution.

- Public Discussion: Andrea opened the discussion of the BID's 10-year renewal.
- Public Comment Period: Each participant was given 3 minutes to speak.
- Results of Surveys: Discussion about survey results to be shared after public comments. Surveys were conducted on the website and during First Friday events.



Public Comments:

Introduction: Cheryl Spector, architect and developer, former board member of the Santa Fe Drive Redevelopment Corporation, and founder and stakeholder of the art district and the BID.

Representation: Speaking on behalf of several business owners, including Tonetson Cafe, Denver Movement Academy, Kashikari Gallery, Dwell, Candidly Created, Hudson Floral, and Embodied Healing.

- **Opposition to BID Renewal:** Cheryl and the represented businesses oppose the BID renewal due to its failure to meet its objectives. Key concerns include:
 - **Lack of Leadership and Representation:** The BID needs to effectively advocate for the needs of property owners and small businesses, leading to missed opportunities and poor communication.
 - **Ineffective Maintenance and Physical Improvements:** The BID has not maintained the district's aesthetic appeal, with issues such as dead or missing trees in the 900 block for over five years.
 - **Insufficient Small Business Engagement:** The BID needs to adequately support and promote the diverse businesses on Santa Fe Drive.
 - **Lack of Economic Development Initiatives:** The BID must spearhead economic development efforts, mainly assisting businesses facing rising property taxes.
 - **Limited Property Owner and Business Representation and Outreach:** More direct outreach and representation for property owners and businesses are needed.
 - **Missed Opportunities:** Compared to other BIDs with similar budgets, the BID has yet to effectively leverage additional funding for projects, enhanced maintenance, or placemaking.
- **Andrea attempts to address issues.**
 - Andrea Barela asks for any additional public comments.
 - No more public comments were received; Andrea Barela **closed the public discussion.**

Discussion based on immediate public comment letter from Cheryl:

- **David Brehm raises concerns**
 - David Brehm asks Cheryl Spector to provide her comments in writing.
 - Cheryl Spector agrees to provide additional written details.
 - David Brehm wants to understand the representation and specifics of Cheryl's remarks.



- George Lim supports David's request for more detailed information and examples from other districts.

Tom George provides a legal counsel update.

- Tom George, legal counsel for the Business Improvement District (BID), explains the renewal process.
- Colfax Mayfair BID is also renewing and following the same process.
- BID needs to decide on the extension before its initial 10-year term ends.
- City staff and BID leadership devised a process for gathering public input and holding a hearing.
- The board must determine whether the BID was successful and vote on a resolution requesting a 10-year extension.
- If adopted, the resolution will be taken to the city council for final approval after a public hearing and two meetings.
- Timing for the decision should ideally be within April or early May.

Board discussion on resolution and public feedback opens

- Andrea Barela inquires if board members have read the resolution.
- David Brehm questions the timing for adopting the resolution and whether it must be done immediately.
- Tom George clarified that the decision doesn't have to be made today but suggested that it should not be delayed by more than a few weeks.
- David Brehm suggests discussing Cheryl's points further before deciding.
- Jackie Bouvier confirms there were seven dissenting voices against the BID renewal.
- David Brehm feels unprepared and wants to refrain from presenting to the city council with significant dissent.
- Cheryl Spector and further discussion
 - Cheryl Spector agrees more discussion is needed and mentions additional business owners in opposition who couldn't attend.
 - Andrea Barela clarifies that the meeting and survey were publicized well in advance, with multiple opportunities for feedback.



- George Lim highlighted that many personal and professional efforts have been made over the years and expressed concern about hearing issues only during renewal periods despite ongoing efforts and progress.
- Andrea Barela's Input:
 - Stressed the importance of continuing the Business Improvement District (BID) to address current concerns and improve service areas.
 - Worried about the potential loss of future opportunities if the BID disbands, particularly regarding street-level improvements.
 - Emphasized the risks of being perceived as a failure by the city if the BID is dissolved, which could result in losing dedicated funds and advocacy efforts.
 - Expressed pride in the work done over the years but acknowledged the need for continuous improvement.
 - It highlighted the need for more input from property owners and the importance of continuing the relationship with the district.

General Agreement and Concerns:

- Various board members agreed on the importance of the BID and the negative implications of disbanding it.
- Recognition of the efforts made in areas like street improvement and maintenance despite limited budgets.
- The BID emphasized its focus on significant improvements rather than heavy promotion, which some members viewed as a priority.

Specific Concerns Raised:

- David Brehm's Analysis:
 - Summarized concerns such as lack of leadership, support, physical improvements, and economic outreach.
 - Highlighted the importance of first Fridays and other events despite the monumental effort required.
 - Stressed the irreversible nature of disbanding the BID and the need to improve rather than discard it.
- Additional Inputs:
 - George Lim and other members emphasized the efforts made to organize significant events and the evidence of improvement in the district.
 - Recognized the challenge of balancing different responsibilities and priorities within the BID.



Concern for confusion Between Art District and BID's roles:

- Ana Paula highlighted a prevalent misunderstanding between the responsibilities of the art district and the BID (Business Improvement District).
- Efforts to clarify roles and improve transparency through better communication, including a new communications staff member and potential member newsletters within the Art district.

ADSFChallenges with Nonprofit and Volunteer Boards:

- Ana Paula mentioned the difficulties small nonprofits face working with volunteer boards, including slow progress and barriers to city interactions.
- Suggestions for increasing communication about the activities of the art district and BID to help clarify responsibilities and improve member engagement.

The District's stakeholders need to be more engaged:

- George stressed the importance of community members being able to speak at BID meetings and encouraged a more structured approach to gathering and addressing community concerns.
- Proposed more proactive efforts to ensure issues are addressed through proper channels rather than on social media.

Importance of BID Renewal:

- David emphasized the critical need to renew the BID to maintain vital community services like street cleaning and event permits.
- The renewal process has a strict timeline, and moving forward quickly is crucial to maintain the BID.

Integration and Mutual Support:

- Ana Paula noted that the art district relies heavily on BID for various projects and events, and losing BID would severely impact its capabilities.

After much discussion, a Motion for Resolution was adopted:

- David and Tom seconded a motion to adopt the resolution for BID renewal.
- The resolution was unanimously approved by those present.

Action Items to be included in the 2024/2025 Operations Plan:

1. Increase Communication Efforts:
 - Develop and distribute a member newsletter.
 - Regular updates on the activities and responsibilities of the art district and BID.
2. Community Engagement Strategy:
 - Encourage community participation in BID meetings.



- Address community concerns systematically through agendas and meetings.
- We should continue focusing on the BID's primary goals while finding ways to enhance promotion and support for small businesses.

3. BID Renewal Process:

- Proceed with the BID renewal resolution.
- Engage in additional outreach to build consensus and address concerns before the public hearing.

The board collectively acknowledged the progress made by the BID and the significant risks associated with disbanding it. The emphasis was placed on continuous improvement, better stakeholder engagement, and maintaining the BID to capitalize on future opportunities and avoid being perceived as a failure.

The following decisions were made:

- Engagement with Cheryl's Constituency, ensuring their voices are heard.
- It was agreed that an evening meeting would be more accessible, potentially around 4-6 PM. The physical vs. Zoom meeting will be held at the next board meeting in May.
- Andrea Barela offered NEWSER's large board room, which can accommodate 30-35 people. The suitability of this venue would depend on the anticipated number of attendees.
- There was a discussion on the importance of notifying potential attendees well in advance using emails and other channels.
- Jackie mentioned that emails sent through Mailchimp had a high open rate, indicating that people are aware but might choose not to participate.
- The idea of having a nonpartisan facilitator to run the meeting was proposed to ensure impartiality.
- Andrea mentioned knowing a facilitator and would check their availability.
- It was confirmed that property and business owners should be included in the meeting, as businesses renting properties are significant stakeholders.
- An open forum at the next board meeting was agreed upon, with efforts to invite as many people as possible. The meeting time would be adjusted to the evening to accommodate more participants.
- Tom George mentioned the submission of a resolution and cover letter to city staff, noting a similar process for another BID (Colfax Mayfair).

A commitment to hold an open forum at the next board meeting, with thorough communication to ensure maximum participation. The meeting will be facilitated to ensure all voices are heard, and concerns are addressed effectively.



Guest Updates

Officer Kaylan Cambell | Neighborhood Updates- OUT

Committees/Reports/Updates

Art District on Santa Fe - Ana Paula and Andrea

Updates from Art District:

- Budget Review:
 - Ana Paula Pinto reported a delay in the budget review meeting due to members being out of town. The meeting has been rescheduled for next Tuesday.
 - A new draft budget will be presented at the next board meeting.
- New Class of Residents:
 - Orientation for new residents was completed, and they have moved into the studio.
 - Information about new residents has been updated on the website.
- Streetscape Redesign:
 - An open house is scheduled for Thursday at the art district studio and headquarters from 3 to 7 PM.
 - Updates on the design specifics and community feedback are ongoing.
 - The project steering committee and local leadership group have provided positive updates.

Executive Director Updates

Update on Streetscape Project by Wesly Dismore:

- OUT

Updates by Jackie Bouvier:

- Website Updates:
 - New Website Look and Feel:
 - Jackie Bouvier demonstrated the updated website layout.
 - Features include a new video on the front page and improved navigation for newsletters and meeting information.
 - A directory button, which is currently 77% complete, will be added soon.
 - Content Updates:
 - Andrea and Jackie will review and update the program and physical improvement pages.
 - Discussions on whether to maintain current board meeting naming conventions.
 - Campaign Performance:
 - Email open rates are high, ranging from 50% to 62%.



- Efforts to collect more emails from the corridor for better outreach were discussed.
- Maintenance and Communication:
 - Maintenance Reporting with MDLDC Partnership:
 - The importance of clearly communicating the maintenance activities on the website was emphasized.
 - Suggestions included listing specific tasks and providing a live map showing cleaning activities.
 - Public Perception:
 - Clarification is needed to distinguish between BID maintenance efforts and external construction messes.
- Other Business:
 - Sponsorship and Fundraising:
 - Discussions on securing sponsorships and raising funds for First Fridays and other events.
 - Meetings to plan these activities will be scheduled soon.

Community Engagement and Recognition:

The Old South Gaylord BID reached out to learn from the success of the Santa Fe BID efforts. They were impressed with our positive progress impact and changes in recent years, such as the BID administration, streetscape project, lane changes, and speed reductions. This is an excellent opportunity to acknowledge our efforts. They wanted to learn from us.

Update MDLDC Maintenance:

1. Graffiti Removal and Maintenance Activities:
 - Graffiti: 60 pieces were removed between March 16th and April 15th.
 - Posters/Stickers: 112 posters, stickers, and adhesives removed.
 - Water Delivery: 1,500 gallons of water delivered to planters, tree wells, and bump outs.
 - Ornamental Grass: Trimmed to promote growth.
 - Biohazard Removal: Three solid biohazard materials and pressure-washed areas with biohazardous liquids were removed.
2. Irrigation Repairs:
 - Initiated repairs and replacements on 7th Avenue East and West irrigation systems.
 - Backflow devices were pulled for maintenance to ensure good spring condition.
 - Anticipate completing irrigation repairs and installing a weed barrier with mulch by mid-May.
3. Trash and Debris Removal:



- For a specific event, 55-gallon trash receptacles were placed, and approximately six cubic yards of debris were removed.
 - Overall, 28 cubic yards of debris were removed from Santa Fe Drive in the past 30 days.
4. Scheduling and Maintenance Cadence:
- Maintenance days shifted: full day on Friday, essential trash removal on Saturday, and revitalization on Wednesday.
 - This shift aims to rejuvenate the district for the busiest times and provide a mid-week clean-up.
5. Existing Conditions Report and Tree Inventory:
- Suggested revisiting the existing conditions report from last summer and conducting a holistic audit.
 - Recommended checking for tree loss over the winter to update the tree inventory study.
 - Emphasized the importance of consistent tracking and comparison of changes year to year.
6. Tripping Hazards and 311 Responses:
- Discussed filing 311 reports for tripping hazards, noting that the city's response has been limited due to policy changes regarding right-of-way issues.

Jackie reminded attendees about Santa Fe Business Hours regarding Charte Number 2, scheduled for April 24th, and encouraged everyone available to attend the event.

The meeting concluded with an understanding that further refinement of design concepts was necessary to align with Santa Fe Drive's unique identity. Participants expressed readiness to provide feedback in the next phase of the design process.

New Business/Old Business.

N/A

The meeting adjourned

The next meeting will be on 5/21/2024